

Animal Services - Special Operating Agency

Proposed Cat Licensing Program

Revenue and Expense Projection

Appendix B

Revenue (Note 1):

Sterilized Cat Licenses (\$15)	71,250	74,813	78,553
Intact Cat Licenses (\$50)	12,500	13,125	13,781
Projected Revenue	83,750	87,938	92,334

Expenses:

License tags (\$0.50/tag)	2,500	2,625	2,756
Processing costs (Note 2)	3,375	3,544	3,721
Vet commissions (\$5.00 per license)	12,500	13,125	13,781
Staffing costs (Note 3)	38,896	40,102	41,341
One-time, First Year costs (Note 4)	5,000	-	-
Projected Expenses	62,271	59,396	61,600

Net Proceeds from Cat Licensing Program to be used to Expand Cat Spay/Neuter Programs	21,479	28,541	30,735
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Notes:

1. Revenue assumption is that 95% of all cat licenses sold will be for sterilized cats; 5% sold for intact cats. First year of projected license sales is 5,000 licenses, increasing by 5% annually thereafter. Two year licenses will be sold, but not factored into this financial analysis due to immateriality. Cost of Sterilized Cat License is \$15; Intact Cat License \$50 - assumes no increases to these license rates the first few years of implementation.
2. Processing costs include payment transaction fees, postage, and stationery costs. Assumes that half of all cat licenses sold would be sold online or through 311 with other half sold through veterinarians. Half of all licenses sold/renewed would be subject to \$0.50 processing fee, postage, and envelopes.
3. Assumes that one full time Clerk A would be required (Step 3 = \$1,254.11 at Dec. 29, 2013 = 18% benefits); annual phone line for clerk.
4. One-time, first year costs include work station, chair, computer for Clerk A; payment website upgrade.
5. Proposal is that 100% of positive net proceeds from the Cat Licensing Program be provided to the Winnipeg Humane Society to expand owned, stray, and feral cat spay/neuter operations.
6. Incremental costs associated with holding licensed cats costs longer or the Cat Free Ride Home program cannot be determined until the "pilot" year(s) has occurred.
7. Projected license sales of 5,000 in the first year is a conservative estimate. In the first year of their cat licensing programs, Calgary sold 37,000 licenses and Edmonton sold 35,000 licenses.